

YEAR ENDED DECEMBER 1991

85-5583/

twentieth
annual report
of the
manitoba hog producers'
marketing board

MEMBERS

Bill Vaags, Dugald Chairman
Weldon Newton, Neepawa Vice Chairman
Ken Foster, Arborg
Ken Johnston, Killarney
Ed Kleinsasser, Newton Siding
Brian Cramer, Carman
Russ Phillips, Dauphin
Doug Zarn, Reston

ADMINISTRATION

W. B. Munro, P. Ag. Manager
R. L. Sedgwick, P. Ag. Assistant Manager
A. J. Wach Accountant
A. J. Brown Secretary
R. Bohemier St. Boniface Yard Superintendent
J. I. Moffatt Brandon Yard Superintendent





chairman's letter

Dear Fellow Hog Producers:

Hog production and marketings in Manitoba during 1984 surpassed all previous records. Board sales of 1,421,109, together with country slaughter and direct exports, totalled over 1.5 million head. Contrary to often heard allegations that hog stabilization results in unwarranted expansion in the industry, Board records indicate the unstabilized sector has grown faster this past year than that from production units participating in the Hog Income Stabilization Plan.

Referring to the latter, the Board is pleased with the program that has been in place in Manitoba since May of 1983. This past year support payments were made in the first, second and fourth quarters. The fund's deficit of \$6.3 million has remained stationary for the last six months.

The M.H.P.M.B. and the Government of Manitoba are supportive, in principle, of the new tri-partite stabilization plan. No firm thought or decision has been made to date re the phasing out of the Manitoba Plan if our province is a signatory.

The position of the M.H.P.M.B., the large majority of individual hog producers and the Government of Manitoba, is definitely opposed to a national "Supply Management" system being introduced for the Canadian hog industry. As you are aware, this concept is mentioned from time to time throughout the industry, in the main from provinces in Eastern Canada. The Board feels that a strong policy statement on this subject, such as above, will, in itself curtail some growth in that it is our view there are some production units being developed and planned in the hope of capturing a share of a production "quota".

I referred earlier to the growth in the hog industry in Manitoba. We are supportive of this, provided it is market oriented growth, supported by a reasonably financially viable hog income support plan. We are concerned about a significant portion of Manitoba's growth directly attributed to the vertical integration activities of the Province's feed industry. Recently your Board and Delegate Committee met with members of the Manitoba Feed Manufacturers and Mills and explained our position. If feed industry support is not forthcoming to halt the escalation of this type of production, the M.H.P.M.B. is seriously looking at a new producer licensing system.

(cont'd)



At the time of writing this letter, your Board was anxiously awaiting the result of the U.S. Department of Commerce ruling on the possible implementation of countervailing duty on Canadian hogs and pork being exported to the U.S. This could have a significant impact on our industry. The Canadian Pork Council is doing everything in its power to avert action of this type by the U.S. Government.

During 1984, the Manitoba Hog Producers' Marketing Board exported 160,232 hogs to the U.S. In addition, a further 135,000 head of hogs, sows and boars were exported direct by livestock dealers and producers. This represents 20% of Manitoba's total production and this trend is continuing.

Considering the effective production and merchandising capacity of the Manitoba Meat Packing Industry, this level of exports will be essential for the near and medium term. If countervailing duties are applied, they will be treated as an additional cost to the exporter, or the U.S. importer, and will not necessarily effect the volume of trade.

Conversely, the packing house industry in the province is talking expansionary. Any efforts in this direction are most welcome — lending further confidence to hog producers as they make their longer term planning decisions.

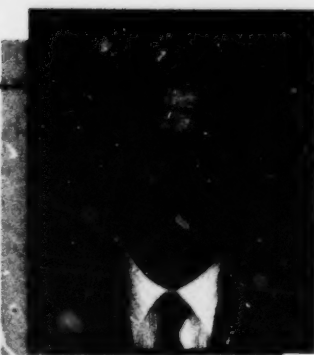
In closing, I view the future and prices slightly more optimistically than most experts — that is, if we can continue an open and free trade with our U.S. neighbors.

On behalf of the delegates and the Board, we want to thank you for your co-operation and support, and I am personally thankful to have served as Chairman for another year.

Sincerely,

Bill Vaags





**Ken Johnston, Killarney — Director
DISTRICT 1**

Delegates

Dave Day, Deloraine — Secretary
Bert Neufeld, Boissevain
Don McEwan, Altamont
Leon Sanders, Manitou
Glen Wallcraft, La Riviere
Gordon McDonald, Manitou



**Doug Zarn, Reston — Director
DISTRICT 2**

Delegates

Garry M. Walker, Carberry
— Secretary
Bob Smith, Carroll
Carl Gibb, Nesbitt
Doug Wilson, Reston
Ron Perchak, Edwin
Doug Head, Treherne

1984 MHPMB directors and district delegates



**Weldon Newton, Neepawa
— Director**

DISTRICT 3

Delegates

Garry A. Tolton, Newdale
— Secretary
Dunc Broadfoot, Gladstone
Bob Uhl, Erickson
Larry Shaw, Cardale
Stanley Yaskiw, Birtle



**Russ Phillips, Dauphin — Director
DISTRICT 4**

Delegates

Ian Shaw, Swan River — Secretary
Gordon Ferriss, Bowsman
George Pavlin, Dauphin
Acey Brinkman, Grandview
Terry Highmoor, Birch River





Brian Cramer, Carman — Director

DISTRICT 5

Delegates

Lloyd Stoesz, Altona — Secretary
Orval Beaudin, St. Eustache
Henry Klassen, Altona
Herman Martens, Rosenoort
Walter Mazinke, St. Jean
Bob Lacombe, Poplar Point
Robert R. Holloway, Sperling
Auke Bergsma, Carman



Ken Foster, Arborg — Director

DISTRICT 6

Delegates

Leslie Jacobson, Arborg — Secretary
Jack Ruthertford, Grosse Isle
Karl E. Lange, Moosehorn
Gerald R. Thompson, Teulon
Edwin Ryden, Eriksdale



Bill Vaags, Dugald — Director

DISTRICT 7

Delegates

Kai Winther, Dutresne — Secretary
John N. Janzen, Dominion City
Peter Dyck, Arnaud
Albert Bangert, Beausejour
Joe Van Schepdael, East Selkirk
Eric Peters, Randolph
Hank Riese, Winnipeg
Ron Rempel, Ste. Anne



**Ed Kleinsasser, Sunnyside Colony
— Director**

DISTRICT 8

Delegates

Jake Hoter, Valley View Colony
— Secretary
Albert Waldner, Rosedale Colony
Josh Hoter, Jr., James Valley Colony
Dan Kleinsasser, Concord Colony
Peter Hoter, Wellwood Colony
Sam Hoter, Woodland Colony
Mike Waldner, Newdale Colony
Mike Hoter, Riverbend Colony





manager's remarks

The Twentieth Annual Report, Auditor's Report and Financial Statements of the Manitoba Hog Producers' Marketing Board for the year ending December 31, 1984 is hereby presented for your approval. The new format, selected use of color and expanded report on promotion activities are an innovative change. In future issues additional features will be added.

The statistical tables and graphs outlined in the report summarize the province's position with respect to numbers of active production units; quarterly marketings; average prices; inspected slaughter; pork exports and imports, and carcass weight and quality — the above criteria compared to the year previous.

Of particular interest and importance is the fact that Manitoba's production and marketings increased 9.8% to in excess of 1.4 million hogs in 1984, continuing a consistent growth pattern since 1976. The increase in inspected slaughter in the province was only marginal due to a protracted labor disruption in the second and third quarters.

Hog prices opened low in the first quarter, peaked in July, August, and moderated at year end. The annual average hog price was \$70.09 cwt. — an increase of \$1.60 cwt. from the year previous. Price relativity between the Winnipeg market, Ontario, and other prairie centres, was within a \$2.45 cwt. range.

The Board's marketing services were severely taxed in mid-summer, when a major portion of the province's meat packing industry was closed. Increased exports to the U.S.A. and excellent producer co-operation resulted in a minimum of inconvenience. The Board exported record numbers, in excess of 160,000 head, to the U.S.A. during the year. Market gains, a result of the strong U.S. dollar, were distributed to producers in the daily average pool.

During the last quarter the Manitoba meat packing industry purchased 93.8% of Board offerings.

The Canadian pork industry maintained a positive net trade balance in excess of \$500 million for the last three consecutive years. An additional 71 million pounds of pork, exported to the U.S., more than offset a decline of 40 million lbs. to Japan. The decline in Canada's share in the latter market is a concern, however, requiring enhanced efforts in the future. The Board's Pork Sales Department was terminated at mid year, but prior to that time sales of 38 container loads of fresh and frozen product, valued in excess of \$2 million, were made to accounts in other provinces, U.S.A. and Japan.

(cont'd)



Communications with approximately 3500 active hog production units in the province is an important aspect of Board activities. Regular publication of a monthly "Newsletter"; the quarterly "Western Hog Journal" and continuous contact with eight District Committees by members of our Board of Directors, we hope, has been an effective means of communication throughout the year.

We are pleased to publish the results of the Board's "Top 20" Hog Quality Competition. This year's two volume category winners were Hans Immerkar of Swan River, a repeat winner from last year, and Delta Colony Farms of Austin, with average quality index scores of 108.36 and 106.52 respectively. In the eight district competitions a total of 58 production units have been consistent winners for five years or more. Also, please note that 42 production units were honored for the first time — helping to assure continuous improvement in overall hog quality in the province. Table 6 on page 13 indicates the percentage of Manitoba hogs indexing 102 or better was 74.5% — an increase of 7.2 percentage points from 1982. Manitoba ranked third in Canada in provincial hog quality.

The Manitoba Hog Producers' Marketing Board was pleased to continue with the management and administration of the Manitoba Hog Income Stabilization Plan during the year. A total of 996 hog production units were enrolled in the plan at year end. In excess of \$7.3 million was dispersed in support payments during the first, second and fourth quarters.

During the year under review, your Board of Directors and Management continued their active participation in a host of allied agricultural and hog and pork industry organizations, major among them being the Canadian Pork Council; Western Hog Marketing Committee; Manitoba Farm Bureau; Keystone Agricultural Producers and the Weanling Improvement Sales and Services Cooperative.

The financial statements in this report reflect the affairs of the Manitoba Hog Producers' Marketing Board for the twelve month period ending December 31, 1984. Net revenue of \$2 million was up 23%, a reflection of increased volume, hog values and interest rates. Operating expenditures of \$1.7 million were up 5.5% resulting in a net operating surplus of \$243,972.

On behalf of the Board of Directors, Administration and Staff please accept our "thanks" for your continuing interest and support.

W. B. Munro



MHPMB district boundaries map



● indicates District zones

- 1 - Southern
- 2 - West-Central
- 3 - North-Central
- 4 - North-West
- 5 - Central Plains
- 6 - Interlake
- 7 - Red River East
- 8 - Not geographically defined (see note page 10)

1984 MHPMB hog district profile

MHPMB DISTRICT MARKETINGS — 1984				
MHPMB DISTRICT	NUMBER OF ACTIVE PRODUCTION UNITS		TOTAL MARKETINGS	
	1984	1983	1984	1983
# 1 — Southern	573	526	160,774	138,830
# 2 — West-Central	350	345	58,260	56,792
# 3 — North-Central	390	366	58,787	56,452
# 4 — North-West	355	354	44,049	39,538
# 5 — Central Plains	704	649	214,882	199,444
# 6 — Interlake	322	292	95,648	89,568
# 7 — Red River East	748	663	361,178	326,234
# 8 — Hutterite Colonies*	77	74	386,159	373,954
TOTAL	3,519	3,271	1,379,737**	1,280,812**

*District 8 is not defined by boundaries but encompasses all Hutterite Colonies in the Province that are duly registered as hog producers.

**Includes only hogs sold by registered hog producers in each of the eight MHPMB districts.

MHPMB HOG MARKETINGS BY PRODUCER SALES RANGE — 1984																
SALES RANGE	DISTRICT 1		DISTRICT 2		DISTRICT 3		DISTRICT 4		DISTRICT 5		DISTRICT 6		DISTRICT 7		DISTRICT 8	
	NO UNITS	% HOGS	NO UNITS	% HOGS	NO UNITS	% HOGS	NO UNITS	% HOGS	NO UNITS	% HOGS	NO UNITS	% HOGS	NO UNITS	% HOGS	NO UNITS	% HOGS
1 - 100	318	5.8	237	11.1	262	11.3	262	13.7	352	4.7	183	4.7	353	2.5	1	—
101 - 200	63	5.9	37	8.9	40	9.9	36	11.4	76	5.2	30	4.7	60	2.4	—	—
201 - 500	101	20.8	45	23.6	53	29.3	29	20.8	124	20.4	48	17.1	102	9.6	2	.1
501 - 1000	58	25.4	19	24.1	25	27.5	22	34.6	106	33.9	33	25.3	111	21.6	—	—
1001 - 2000	21	18.1	11	22.6	10	22.2	5	13.2	39	24.1	21	30.0	88	33.7	4	1.4
2001 - 5000	12	24.0	—	—	—	—	1	6.4	5	6.1	7	18.3	31	25.3	31	29.6
5001 - 10000	—	—	1	9.7	—	—	—	—	2	5.6	—	—	3	5.0	38	66.1
10001 & Over	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1	2.8

The number of farms or units selling 200 or more hogs totalled 1,209, up by 24 units from 1983. Total hog sales from this sector amounted to 1,280, 191 head or 92.5 percent of total sales. The number of units with sales of 500 or more hogs increased to 705 from 659 in 1983. A significant number of units selling less than 100 head annually are weanling producers whose sales consist primarily of sows and/or boars.

1984 in review

statistical information pertaining to hog production, prices, imports and exports

TABLE 1

MANITOBA PRICE AND SALES SUMMARY						
MONTH		AVERAGE FOR 100 INDEX HOGS F.O.B. WINNIPEG		# 1 SOWS D.W.		TOTAL SALES
JANUARY		65.60		48.31		110,996
FEBRUARY		65.51		52.30		111,281
*MARCH		64.74		52.20		146,477
APRIL		68.47		55.45		114,749
MAY		70.22		56.35		108,265
*JUNE		72.35		57.10		129,704
JULY		77.86		59.75		95,316
AUGUST		77.84		58.15		82,482
*SEPTEMBER		73.20		55.65		138,817
OCTOBER		67.17		52.40		123,987
NOVEMBER		70.23		53.70		123,404
*DECEMBER		71.66		55.55		135,631
1984		AV.	70.09	AV.	54.74	1,421,109
1983		AV.	68.49	AV.	52.32	1,294,741
1982		AV.	80.61	AV.	65.45	1,206,386
5 YEAR AVERAGE		68.65				
10 YEAR AVERAGE		65.36				

*Denotes 5 Week Month

The 1984 price trend for hogs went from lows for the year in the first quarter gradually peaking out in the third quarter and then dropping sharply in October and closing out the year on a firmer note. The annual Manitoba average price was up \$1.60 per cwt. from 1983.

TABLE 2

MANITOBA — HOG MARKETINGS BY QUARTER — 1984					
	JAN.-MAR. 1st QUARTER	APRIL-JUNE 2nd QUARTER	JULY-SEPT. 3rd QUARTER	OCT.-DEC. 4th QUARTER	TOTAL
HOGS	359,886	343,561	308,181	373,682	1,385,310
SOWS	7,017	7,179	6,772	7,146	28,114
BOARS	1,851	1,978	1,662	2,194	7,685
TOTAL (1984)	368,754	352,718	316,615	383,022	1,421,109
TOTAL (1983)	320,916	317,071	316,548	340,206	1,294,741
TOTAL (1982)	313,132	293,970	286,886	312,398	1,206,386
% CHANGE 84/83	+ 14.9	+ 11.2	N/C	+ 12.6	+ 9.8

Marketings in the first, second and fourth quarters were up from 11 to 14 percent from the previous year, while third quarter sales were unchanged from a year ago. This occurred partly as a result of the protracted strike at two of Manitoba's major packing plants during this period.

TABLE 3

INSPECTED HOG SLAUGHTER — 1984 *CANADA AND UNITED STATES			
PROVINCE OF ORIGIN	FEDERAL AND PROVINCIAL SLAUGHTER VOLUME		% CHANGE 84/83
	1984	1983	
BRITISH COLUMBIA	343,439	308,355	+ 11.4
ALBERTA	1,691,274	1,595,220	+ 6.0
SASKATCHEWAN	689,818	577,064	+ 19.5
MANITOBA	1,238,985	1,222,856	+ 1.3
TOTAL WEST	3,963,516	3,703,495	+ 7.0
ONTARIO	4,036,633	4,347,482	- 7.2
QUEBEC	4,639,029	4,504,298	+ 3.0
MARITIMES	614,987	561,247	+ 9.6
TOTAL EAST	9,290,649	9,413,027	- 1.3
TOTAL CANADA	13,254,165	13,116,522	+ 1.0
TOTAL UNITED STATES	82,049,449	84,060,587	- 2.5

*Source — Agriculture Canada

Canadian hog slaughter posted a 1 percent increase for the year while comparable figures for the U.S. showed a 2.5 percent decline. Western slaughter was up 7 percent and represented 30 percent of the national kill figure. The Canadian slaughter figure of 13.25 million head represents 91 percent of the total Canadian production. Live hog exports amounted to 1.24 million head, making Canada's 1984 production 14.49 million head.

TABLE 4

FRESH & FROZEN PORK EXPORTS			
EXPORTED TO	POUNDS		% CHANGE 84/83
	1984	1983	
UNITED STATES	328,871,000	257,656,000	+ 28.0
JAPAN	49,705,000	95,090,000	- 48.0
OTHER COUNTRIES	16,125,000	20,774,000	- 22.0
TOTAL	394,701,000	373,521,000	+ 6.0

Canadian pork exports were up 6 percent in 1984 — largely because of the 71 million pound increase in shipments to the U.S. Exports to Japan were cut in half and at a 10 year low volume.

TABLE 5

FRESH & FROZEN PORK IMPORTS			
IMPORTED FROM	POUNDS		% CHANGE 84/83
	1984	1983	
UNITED STATES	14,352,000	30,003,000	- 52.0
OTHER COUNTRIES	13,746,000	6,453,000	+ 213.0
TOTAL	28,098,000	36,456,000	- 23.0

Imports of fresh and frozen pork were down sharply from the U.S. but up 7.3 million pounds from other countries (primarily Denmark and Holland). The net effect was an overall reduction of 8.3 million pounds.

TABLE 6

HOG CARCASS INDEXING REVIEW — 1984		
INDEX(ES)	PERCENTAGES	
	MANITOBA	CANADA
114 & 113	0.8	0.6
112 & 110	5.8	5.4
108	7.8	7.9
107	12.3	12.7
105	16.7	16.5
103	17.2	15.9
102	13.9	14.2
100	10.1	9.7
98 & 97	9.0	9.4
95, 93 & 92	2.1	2.3
90, 88, 87 & 85	1.8	2.5
83, 82 & 80	1.0	1.5
LIGHTS	0.4	0.7
RIDGLINGS	0.5	0.3
1984 — 102 & OVER	74.5	73.2
1983 — 102 & OVER	73.2	70.6
1982 — 102 & OVER	67.3	68.4

Manitoba's indexing in the categories over 102 stood at 74.5 percent. This was 1.3 percent above the national figure and ranks third next to the Atlantic Provinces and Ontario.

TABLE 7

MANITOBA HOG CARCASS WEIGHT DISTRIBUTION				
RANGE (LBS)	1984		1983	
	NO. HOGS	%	NO. HOGS	%
UNDER 120	3,186	.2	4,803	.4
120 - 129	4,956	.4	6,963	.5
130 - 139	14,972	1.2	20,433	1.7
140 - 149	51,408	4.1	63,150	5.3
150 - 159	155,446	12.6	171,922	14.5
160 - 169	324,441	25.6	315,223	26.6
170 - 179	359,843	29.3	327,491	27.7
180 - 189	204,633	16.6	180,596	15.2
190 - 199	74,851	6.1	63,941	5.4
OVER 200	32,403	2.6	27,730	2.3

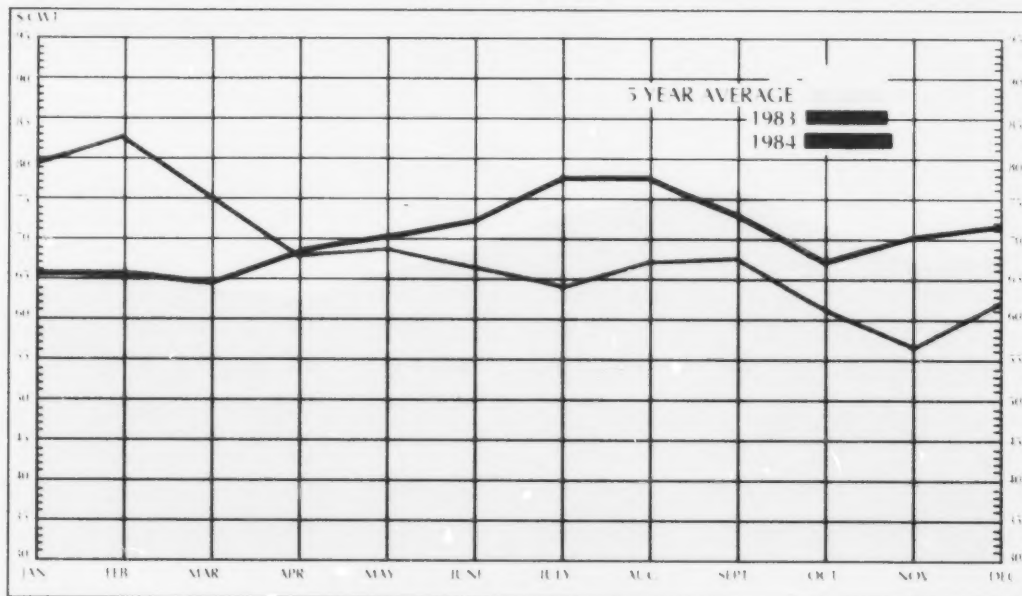
Manitoba producers again increased the number of hogs in the desirable weight classes. Carcasses weighing 160 lbs. and up totalled 80.2 percent, while the lighter weights dropped to 18.5 percent of total gradings.

TABLE 8

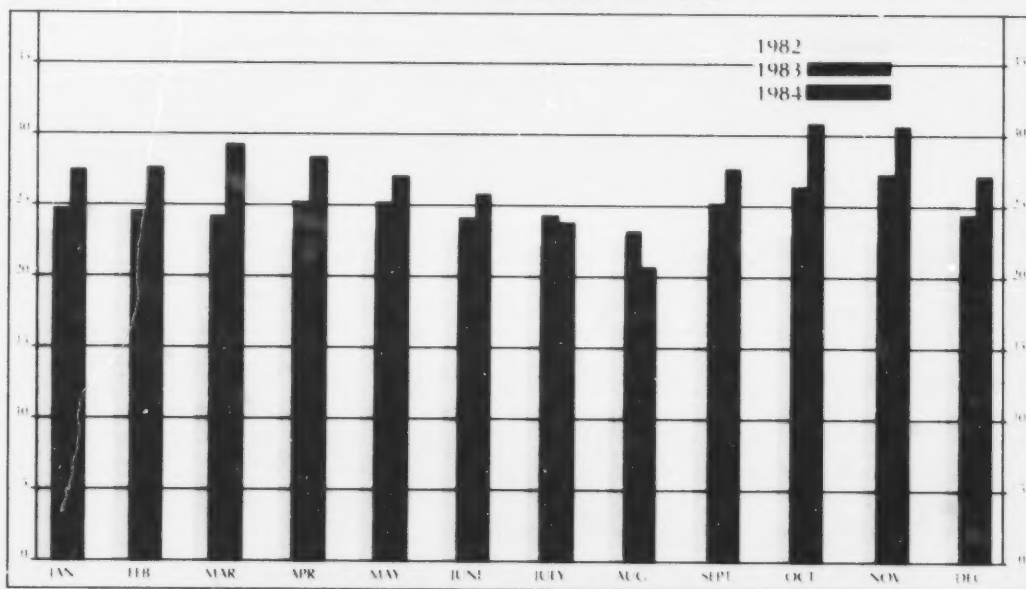
MONTHLY REVIEW: AVERAGE WEIGHTS & INDEXES — 1984		
MONTH	AVERAGE MANITOBA INDEX	AVERAGE CARCASS WEIGHT (LBS.)
JANUARY	103.7	171
FEBRUARY	103.6	171
MARCH	103.5	169
APRIL	103.6	170
MAY	103.4	170
JUNE	103.5	170
JULY	103.8	169
AUGUST	103.4	173
SEPTEMBER	103.7	171
OCTOBER	103.8	173
NOVEMBER	103.8	173
DECEMBER	103.9	171
	103.6*	171

*AVERAGE INDEX EXCLUDES RIDGLINGS AND LIGHTS

AVERAGE MONTHLY HOG PRICES F.O.B. — WINNIPEG



AVERAGE WEEKLY MANITOBA MARKETINGS



1984 'TOP 20' provincial winners

PRODUCER	ADDRESS	AVERAGE INDEX	TYPE OF OPERATION
1. Hans Immerkar	Swan River	108.3675	Farrow to Finish
2. Claude & Patrick Lachance	Elie	107.8445	Farrow to Finish
3. Alfred Isaac	Arden	107.4619	Feeder Operation Weanlings from Mervin Wohlgemuth, Riding Mountain
4. Gilles E. Nayet	St. Pierre	107.3147	Farrow to Finish
5. Firman Brothers	Arborg	107.2191	Farrow to Finish
6. Burtondale Farms	Swan River	107.0120	Farrow to Finish
7. •• McDonald Hog Farm	Gunton	106.9325	Farrow to Finish
8. Patrick Plett	Steinbach	106.9108	Feeder Operation Weanlings from Bernie Plett, Steinbach
9. • Alan M. Safiniuk	Balmoral	106.5920	Farrow to Finish
10. • G. Norberg & Sons	Marquette	106.5802	Farrow to Finish
11. * Dennis Wohlgemuth	Ste. Anne	106.5522	Feeder Operation Weanlings from Kroeker Farms, K-Line Unit, Winkler
12. * Delta Colony Farms (Winner 2000 +)	Austin	106.5270	Farrow to Finish
13. James Valley Colony	Elie	106.4800	Farrow to Finish
14. Acey Brinkman	Grandview	106.4751	Farrow to Finish
15. * Jerry W. Friesen	Altona	106.4338	Farrow to Finish
16. Sommerfeld Colony	High Bluff	106.3699	Farrow to Finish
17. Allan Plett	Steinbach	106.3636	Feeder Operation Weanlings from Bruno Leppelmann, Steinbach and Peter Kropp, Richer
18. Peter W. Barkman	Ste. Anne	106.3576	Farrow to Finish
19. * Jake Peters	Wawanesa	106.3437	Farrow to Finish
20. Wellwood Colony	Dunrea	106.2798	Farrow to Finish

* Indicates New to Provincial Top 20

• Indicates 5 or more years in Provincial Top 20

•• Indicates 10 or more years in Provincial Top 20

1984 'TOP 20' district winners

DISTRICT 1	ADDRESS	AVERAGE INDEX
1. * Maurice Chevalier	Swan Lake	106.1576
2. Larry Thompson	La Riviere	106.1287
3. * J. Brad Wallace	Pilot Mound	105.7576
4. • R. Lawrence Esler	La Riviere	105.5889
5. • Glen Wallcraft	La Riviere	105.3773
6. * Robert Beernaert	Swan Lake	105.3768
7. Rita Rolfe	Elgin	105.2597
8. • Edward Grift	Swan Lake	105.0200
9. * Oak View Enterprises	Darlingford	104.8443
10. * Keith R. Ludlam	Reston	104.7501
11. * Steven J. Wallcraft	La Riviere	104.7130
12. Kevin Archibald	Killarney	104.6819
13. • Clifford J. McCallum	Boissevain	104.6372
14. • Dennis Warkentin	Baldur	104.4774
15. * Don Esler	La Riviere	104.3825
16. Russell J. Boulton	Reston	104.3023
17. Orville Friesen	Cartwright	104.2897
18. Milton Warkentin	Cartwright	104.1565
19. * Robert W. Klassen	Snowflake	104.1139
20. • Henry Comte	Notre Dame	104.0597

DISTRICT 2	ADDRESS	AVERAGE INDEX
1. • Jake Peters	Wawanesa	106.3437
2. Doug Wilson Farms	Reston	105.3371
3. * Bernie J. Wiebe	Bagot	105.0611
4. Amroy Farms Ltd.	Carberry	104.9978
5. John P. Hipwell	Virden	104.7736
6. • John K. Guthrie	Reston	104.6794
7. Ken & Linda Van Deynze	Treherne	104.5884
8. Dayton Reimer	Kola	104.5871
9. • Stone Valley Farms Ltd.	Cromer	104.3827
10. • J. P. Wiebe & Sons	MacGregor	104.1787
11. * Lawrence H. Reimer	Cromer	104.1738
12. Ron & Ken Drysdale	Brookdale	104.1628
13. * Harry Plett	Wawanesa	104.0513
14. * Glen Nichol	Brandon	103.9641
15. * Larry & Ken Ratz	Rivers	103.9209
16. • Sandy Spring Farms Ltd.	Wawanesa	103.9014
17. Porcherie Edelweiss Piggery	Notre Dame	103.7240
18. Ronald Dornn & Son	Sidney	103.7202
19. • Diedrich P. Thiessen	Cromer	103.7130
20. * Donald J. Craig	Brookdale	103.6368

* Indicates New to District Top 20 • Indicates 5 or more years in District Top 20
 •• Indicates 10 or more years in District Top 20

DISTRICT 3

	ADDRESS	AVERAGE INDEX
1. Alfred Isaac	Arden	107.4619
2. Allen Barkman	Birnie	106.1615
3. Glen Wohlgemuth	Plumas	106.1520
4. • Garry A. Tolton	Newdale	106.0870
5. •• James D. Farquhar	Birtle	105.5548
6. * James L. Young	Miniota	105.5357
7. * Linden Wohlgemuth	Riding Mountain	105.3859
8. Louis Barkman	Birnie	105.2634
9. • Donald P. Gnutel	Decker	105.0971
10. Ken A. Farquhar	Birtle	104.9764
11. • Newton Farms	Neepawa	104.7441
12. Elbourne O. Boyd	Riding Mountain	104.7102
13. • Edson P. Doran	Isabella	104.5576
14. •• Dudley Ford	Arden	104.3946
15. • J. A. McDonald & Sons Ltd.	Strathclair	104.3365
16. * Stuart G. Briesse	Neepawa	104.0984
17. • Keith Robertson	Basswood	104.0463
18. • Franklin J. Leggat	Birtle	103.9327
19. * Donald C. Hockin	Neepawa	103.8896
20. * Donald B. Peters	Oak River	103.7727

DISTRICT 4

	ADDRESS	AVERAGE INDEX
1. • Hans Immerkar	Swan River	108.3675
2. •• Burtondale Farms	Swan River	107.0120
3. Acey Brinkman	Grandview	106.4751
4. • Leon F. Wohlgemuth	Durban	105.8150
5. Raymond Wohlgemuth	Swan River	105.2874
6. • Jeffrey Farm	Bowsman	105.1506
7. • C. D. McLean	Grandview	104.8447
8. • Highmoor Brothers	Birch River	104.7510
9. Ed Penner	Grandview	104.5185
10. John & Michael McIntosh	Bowsman	104.4149
11. • Ian W. Shaw	Swan River	104.4019
12. Edwir. Wiebe	Roblin	104.3756
13. Ronald Bernardin	Laurier	104.2423
14. Thiessen Brothers	Bowsman	104.2002
15. • Clement Froese	Roblin	104.1176
16. * Dennis P. Barkman	Kenville	103.9448
17. • Ken Wohlgemuth	Kenville	103.8716
18. •• Ardenglen Enterprises Ltd.	Swan River	103.7834
19. * Reginald O. Metcalfe	Bowsman	103.7061
20. Dale Froese	Grandview	103.6207

* Indicates New to District Top 20 • Indicates 5 or more years in District Top 20

•• Indicates 10 or more years in District Top 20

DISTRICT 5

	ADDRESS	AVERAGE INDEX
1. Claude & Patrick Lachance	Elie	107.8445
2. Jerry W. Friesen	Altona	106.4338
3. • Jake F. Enns	Homewood	106.1495
4. * Dwight L. Peters	Rosenfeld	105.7226
5. •• Rosemor Farms Ltd.	Miami	105.4705
6. • Auke Bergsma	Carman	105.3858
7. • Peter L. Dyck	Rosenort	105.3801
8. Menno & L. Wieler	Winkler	105.2147
9. • Archibald W. Nichol	Oakville	105.2108
10. • Leonard & Mary Rance	Sperling	105.1883
11. * Lofto Farms	Fannystelle	104.9328
12. Springford Farms	Springstein	104.9282
13. * Terry W. Peters	Altona	104.8506
14. Harry Klassen	Horndean	104.7819
15. John Sawatzky	Altona	104.7534
16. * P & J Isaak	Altona	104.7346
17. * Robert R. Holloway	Sperling	104.6431
18. * Red River Farms Ltd.	Starbuck	104.6421
19. Kenr Farms Ltd.	Thornhill	104.5708
20. * Wilbert Dueck	Morris	104.5334

DISTRICT 6

	ADDRESS	AVERAGE INDEX
1. Firman Brothers	Arborg	107.2191
2. •• McDonald Hog Farm	Gunton	106.9325
3. • Alan M. Safiniuk	Balmoral	106.5920
4. • G. Norberg & Sons	Marquette	106.5802
5. V W Farm	Fisher Branch	106.0893
6. * John Giesbrecht	Arborg	105.8995
7. • William A. Christmas	Balmoral	105.4300
8. F. Henry Main	Balmoral	105.4157
9. • Reimer's Farm	Fisher Branch	105.2618
10. A. Schick	Balmoral	105.0282
11. Baldock Reaburn Ltd.	Marquette	104.9891
12. R. Charles Comberbach	Stonewall	104.9742
13. * Cockerill Bros. Ltd.	Gunton	104.9650
14. * Clifford Amy	Argyle	104.8626
15. * Kenneth B. Jones	Warren	104.8175
16. William H. Smaldon	Gunton	104.6683
17. • John K. Plett	Fisher Branch	104.6640
18. • Ronald Plett	Arborg	104.6570
19. Edwin Ryden	Eriksdale	104.5332
20. • Melvin Barkman	Riverton	104.5138

* Indicates New to District Top 20 • Indicates 5 or more years in District Top 20

•• Indicates 10 or more years in District Top 20

DISTRICT 7	ADDRESS	AVERAGE INDEX
1. Gilles E. Nayet	St. Pierre	107.3147
2. Patrick Plett	Steinbach	106.9108
3. • Dennis Wohlgemuth	Ste. Anne	106.5522
4. Allan Plett	Steinbach	106.3636
5. Peter W. Barkman	Ste. Anne	106.3576
6. William W. Reimer	Steinbach	106.2404
7. Jake P. Nikkel	Ste. Anne	106.1117
8. D & J Farms	Tourond	105.9754
9. * Louis Plett	Landmark	105.9689
10. * Pine View Hog Farm	Steinbach	105.8905
11. * Harvey Plett	Steinbach	105.8115
12. * Abram A. Bergmann	Blumenort	105.7995
13. Aspen Ridge Farms Ltd.	Landmark	105.7849
14. • Joe Stefanuk	Petersfield	105.7328
15. Peter B. Reimer & Sons	Steinbach	105.6876
16. * Bergmann Brothers	Glenlea	105.5546
17. Green Valley Hog Farm Ltd.	Grunthal	105.4695
18. * Plett & Reimer	Landmark	105.4068
19. G. N. Friesen	Arnaud	105.3719
20. * Linden Hog Farm	Landmark	105.3448
DISTRICT 8	ADDRESS	AVERAGE INDEX
1. * Delta Colony Farms	Austin	106.5270
2. • James Valley Colony	Elie	106.4800
3. • Sommerfeld Colony	High Bluff	106.3699
4. • Wellwood Colony	Dunrea	106.2798
5. * Concord Colony	Stony Mountain	105.8431
6. New Haven Colony Farms Ltd.	Argyle	105.8073
7. • Spring Valley Colony	Brandon	105.4757
8. • Brightstone Colony	Lac du Bonnet	105.2838
9. Maple Grove Colony	Lauder	105.2662
10. • Rock Lake Colony	Grosse Isle	105.0472
11. • Newdale Colony	Souris	105.0203
12. * Bon Homme Colony	Elie	104.7822
13. • Greenwald Colony	Beausejour	104.7031
14. • Hillside Colony	Justice	104.7017
15. Huron Colony	Elie	104.6988
16. Valley View Colony	Swan Lake	104.6912
17. • Maxwell Colony	Headingley	104.6708
18. Homewood Colony	Starbuck	104.6444
19. Ridgeland Colony	Dugald	104.6000
20. • Woodland Colony	Poplar Point	104.5909

*Indicates New to District Top 20 • Indicates 5 or more years in District Top 20

•• Indicates 10 or more years in District Top 20

promotion report



Manitoba pork — its nutrition, versatility and good taste — was promoted via T.V., radio, print and face-to-face in 1984. Feedback was positive and encouraging.

TELEVISION

Three 30-second commercials featuring 'Liven Up With Pork' were created and produced co-operatively with Wordsnorth Communications in Winnipeg to run October/November, 1984 and again in February/March, 1985. Requests for a recipe folder prepared to complement the commercials numbered in the thousands. Processors, retailers and media attended the October 2 campaign kick-off to preview the commercials and sample Manitoba pork.

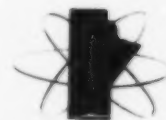
Every two weeks throughout the year, the Board's consumer consultant Diane Wreford presented a pork cooking demonstration on C.K.N.D. TV reaching an average of 30,000 viewers across the province each time. Requests for recipes average 100-200 each appearance. On one occasion, when the new booklet *Bon Appetit* was introduced, 1500 people phoned or wrote for the recipes!

RADIO

During the summer of '84, radio commercials using the 'Liven Up' theme aired across the province. Every month, two two-minute tapes on pork go to all Manitoba radio stations through Manitoba Agriculture's distribution system. The Board's consumer consultant appeared several times throughout the year on C.J.O.B. and C.B.C. radio stations. Resulting recipe requests averaged 300-500 each time.

PRINT

While the Board did not place print ads this year, six to eight articles on pork ran in Winnipeg newspapers and magazines as a direct result of contacts by the Board.



MALL AND FAIR PROMOTIONS

While not as cost effective as media promotions, mall and fair appearances give a 'personal touch' to promotions and help point out the pork information needs of consumers.

In 1984, the Board participated in the following promotions co-ordinated by the Marketing Branch of Manitoba Agriculture:

- Feb 8-11 — Polo Park Mall, Winnipeg
- March 26-31 — Royal Manitoba Winter Fair, Brandon
- April 13-14 — Dauphin Mall, Dauphin
- June 22-29 — Red River Exhibition, Winnipeg
- Sept. 6-8 — St. Vital Mall, Winnipeg
- Sept. 12-15 — Polo Park Mall, Winnipeg
- Oct. 19 — Home Ec Teachers Manitoba in-service, Winnipeg
- Oct. 20 — Clearspring Mall, Steinbach
- Nov. 8-10 — Kildonan Place Mall, Winnipeg

PORK PRO-MOTOR

Jim Moffatt, the Board's chief chef and Road-Hogg, took the Pork Pro-Motor to 100 events across Manitoba in 1984 serving pork to approximately 31,000 people. At four ounces a person, that makes about 8,000 pounds of Manitoba pork consumed with a sizzle from the pork Pro-Motor.

HRI PROMOTION

From October 29 to 31, the Board talked pork at the Centrex Show in Winnipeg. Centrex is the mid-Canada hotel and restaurant trade show. Quantity recipe cards provided through the Canadian Pork Council were very popular. Regular contact with Manitoba Chefs de Cuisine is maintained.

SCHOOL PROGRAM

A 16-minute video cassette prepared by the OPPMB to teach pork from farm to table at the junior high level has been purchased by the Board for distribution in 1985 to Manitoba schools. An education kit is now being prepared nationally to accompany the video tape. The Board maintains constant contact with home ec teachers and other food professionals, initiating and filling pork information requests.

auditor's report

THE MANITOBA HOG PRODUCERS' MARKETING BOARD

FINANCIAL STATEMENTS

DECEMBER 31, 1984



Clarkson Gordon

Chartered Accountants
1900 The Forks Tower Square
Nelson City Centre
Winnipeg, Manitoba R3C 1K6
(204) 421-7777

AUDITORS' REPORT

To the Members of
The Manitoba Hog Producers' Marketing Board:

We have examined the balance sheet of The Manitoba Hog Producers' Marketing Board as at December 31, 1984 and the statements of revenue and expenditure, reserve for working capital and an offset to fixed asset investment, market development, pork promotion and research revenue, expenses and surplus, unallocated retained revenue, and changes in financial position for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of the board as at December 31, 1984 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Clarkson Gordon

Winnipeg, Canada,
January 18, 1985.

Chartered Accountants.

THE MANITOBA HOG PRODUCERS' MARKETING BOARD
(Incorporated as a producer board under the laws of Manitoba)

BALANCE SHEET

DECEMBER 31, 1984

	<u>1984</u>	<u>1983</u>
<u>A S S E T S</u>		
Current:		
Cash in bank	\$ 792,346	\$ 439,406
Bank deposit receipts - interest bearing	4,000,000	2,700,000
Accounts receivable	787,561	829,188
Inventory of pork cuts on hand, at the lower of cost and net realizable value		563,530
Prepaid expenses	4,916	21,672
Deposit on land		10,000
Total current assets	5,584,823	4,563,796
Fixed assets (note 2)	1,630,354	1,261,867
	<u>\$7,215,177</u>	<u>\$5,825,663</u>
<u>L I A B I L I T I E S</u>		
Current:		
Cheques issued and outstanding	\$3,766,376	\$2,654,108
Accounts payable and accrued liabilities	104,263	150,423
Total current liabilities	3,870,639	2,804,531
Members' equity:		
Reserve for working capital and an offset to fixed asset investment	1,830,354	1,461,867
Surplus to be used for market development, pork promotion and research	561,882	482,448
Unallocated retained revenue	952,302	1,076,817
	3,344,538	3,021,132
	<u>\$7,215,177</u>	<u>\$5,825,663</u>

On behalf of the Board:

Director

Director

In laags
Weldon A. Newton

(see accompanying notes)

THE MANITOBA HOG PRODUCERS' MARKETING BOARD

STATEMENT OF RESERVE FOR WORKING CAPITAL AND AN
OFFSET TO FIXED ASSET INVESTMENT

YEAR ENDED DECEMBER 31, 1984

	<u>1984</u>	<u>1983</u>
Balance, beginning of year	\$1,461,867	\$1,421,999
Transfer from unallocated retained revenue	<u>368,487</u>	<u>39,868</u>
Balance, end of year	<u>\$1,830,354</u>	<u>\$1,461,867</u>

STATEMENT OF MARKET DEVELOPMENT, PORK PROMOTION
AND RESEARCH REVENUE, EXPENSES AND SURPLUS

YEAR ENDED DECEMBER 31, 1984

	<u>1984</u>	<u>1983</u>
Revenue	\$ 250,000	\$ 300,000
Expenses:		
Market development, live hog and pork exports	(18,586)	82,963
Industry association	59,895	42,173
Pork promotion (includes depreciation of \$1,885 1983 - \$2,693)	129,257	94,319
Research	<u>170,566</u>	<u>229,455</u>
Excess of revenue over expenses	79,434	70,545
Surplus to be used for market development, pork promotion and research -		
Balance, beginning of year	<u>482,448</u>	<u>411,903</u>
Balance, end of year	<u>\$ 561,882</u>	<u>\$ 482,448</u>

STATEMENT OF UNALLOCATED RETAINED REVENUE

YEAR ENDED DECEMBER 31, 1984

	<u>1984</u>	<u>1983</u>
Balance, beginning of year	\$1,076,817	\$1,165,914
Excess (deficiency) of revenue over expenditure from operations for year	<u>243,972</u>	<u>(49,229)</u>
	1,320,789	1,116,685
Deduct transfer to reserve for working capital and an offset to fixed asset investment	<u>368,487</u>	<u>39,868</u>
	<u>\$ 952,302</u>	<u>\$1,076,817</u>

(see accompanying notes)

THE MANITOBA HOG PRODUCERS' MARKETING BOARD

STATEMENT OF REVENUE AND EXPENDITURE

YEAR ENDED DECEMBER 31, 1984

	<u>1984</u>	<u>1983</u>
Revenue:		
Gross fees	\$1,798,055	\$1,561,996
Less portion applicable to market development, pork promotion and research	<u>250,000</u>	<u>300,000</u>
	1,548,055	1,261,996
Interest	414,471	305,342
Other	<u>47,611</u>	<u>64,796</u>
	<u>2,010,137</u>	<u>1,632,134</u>
Expenditure:		
Administrative and selling (schedule)	1,705,223	1,616,027
Depreciation	<u>60,942</u>	<u>65,336</u>
	<u>1,766,165</u>	<u>1,681,363</u>
Excess (deficiency) of revenue over expenditure from operations for year	<u>\$ 243,972</u>	<u>\$ (49,229)</u>

(see accompanying notes)

THE MANITOBA HOG PRODUCERS' MARKETING BOARD

STATEMENT OF CHANGES IN FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 1984

	<u>1984</u>	<u>1983</u>
Source of funds:		
Operations -		
Excess (deficiency) of revenue over expenditure from operations for year	\$ 243,972	\$ (49,229)
Add non-cash expenditure -		
Depreciation	62,827	68,029
Market development, pork promotion and research revenue in excess of expenses	<u>79,434</u>	<u>70,545</u>
	386,233	89,345
Proceeds on sale of hogs	<u>177,337,391</u>	<u>155,993,657</u>
	<u>177,723,624</u>	<u>156,083,002</u>
Application of funds:		
Distribution on settlements, including board fees	177,337,391	155,993,657
Purchase of fixed assets	<u>431,314</u>	<u>107,897</u>
	<u>177,768,705</u>	<u>156,101,554</u>
Decrease in working capital	(45,081)	(18,552)
Working capital, beginning of year	<u>1,759,265</u>	<u>1,777,817</u>
Working capital, end of year	\$ <u><u>1,714,184</u></u>	\$ <u><u>1,759,265</u></u>
Represented by:		
Current assets	\$ 5,584,823	\$ 4,563,796
Less current liabilities	<u>3,870,639</u>	<u>2,804,531</u>
	\$ <u><u>1,714,184</u></u>	\$ <u><u>1,759,265</u></u>

(see accompanying notes)

NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 1984

1. Significant accounting policies

(a) Nature of the board

The board was established to carry out the function of marketing hogs on behalf of the hog producers of Manitoba, including enhancing the market through market development, pork promotion and research. Accordingly, the financial statements have been prepared to reflect the operations and the activities in market development. The following is a description of how the revenue and expenses have been accounted for:

i) Revenues, expenditures and unallocated retained revenue

The board annually determines the amount of gross revenue from fees which is to be allocated for market development, pork promotion and research. The Statement of Revenue and Expenditure includes all revenues less the portion allocated to market development, pork promotion and research, and all expenses applicable to the day to day operations of the board. The excess of revenue over expenditure from operations is credited to the unallocated retained revenue.

ii) Market development, pork promotion and research

The board maintains a separate surplus account to be used for market development, pork promotion and research. The Statement of Market Development, Pork Promotion and Research Revenue, Expenses and Surplus reflects the

revenue which has been allocated for this purpose; the expenses for market development, pork promotion and research including the net costs of certain market development costs of hog export and dressed pork; the excess of expenses over revenue; and the surplus at the end of the year.

iii) Reserve for working capital and an offset to fixed asset investment

The board maintains the reserve to indicate the amount of members' equity which has been invested in net fixed assets plus an amount required for ongoing working capital.

(b) Revenue recognition

Revenue from fee income is recognized at the time of settlement with producers for sales made on their behalf by the board.

(c) Fixed assets

Land, building, furniture and equipment are recorded at cost. Normal maintenance and repair expenditures are expensed as incurred.

Depreciation is provided on the basis and at the rates set out below:

<u>Asset</u>	<u>Basis</u>	<u>Rates</u>
Building	Straight-line	2.5 - 15%
Furniture and equipment	Diminishing balance	20 - 30%

(d) Foreign currencies

Asset and liability accounts in foreign currencies have been translated to Canadian dollars at the rate of exchange in effect at the balance sheet date. Income and expenses have been translated at the average

(d) Foreign currencies (continued)

rate of exchange during the year. Unrealized gains or losses from exchange translation are included in the statement of market development, pork promotion and research revenue, expenses and surplus.

2. Fixed assets

	<u>Cost</u>	<u>Accumulated Depreciation</u>	<u>Net Book Value</u>	
			<u>1984</u>	<u>1983</u>
Land	\$ 431,145		\$ 431,145	
Building	1,492,905	\$363,147	1,129,758	\$1,175,270
Furniture and equipment	<u>264,878</u>	<u>195,427</u>	<u>69,451</u>	<u>86,597</u>
	<u>\$2,188,928</u>	<u>\$558,574</u>	<u>\$1,630,354</u>	<u>\$1,261,867</u>

3. Lease commitment

The board is renting the Brandon office and yard under a lease expiring at the end of 1985 and requiring a minimum annual rental of \$52,713.

4. Board members' remuneration

	<u>1984</u>	<u>1983</u>
Chairman's salary	\$ 5,000	\$ 10,000
Directors' per diem	40,617	27,285
Out of pocket expenses	<u>44,824</u>	<u>40,636</u>
	<u>\$ 90,441</u>	<u>\$ 77,921</u>

The board consists of seven Directors and one Chairman. The Chairman's per diem rate is based on \$120 per day and Directors' per diem rates are based on \$110 per day. Out of pocket expenses are based on actual charges incurred.

5. Comparative figures

Certain comparative figures have been reclassified to conform to the presentation of the current year.

THE MANITOBA HOG PRODUCERS' MARKETING BOARD

SCHEDULE

SCHEDULE OF ADMINISTRATIVE AND SELLING EXPENDITURE

YEAR ENDED DECEMBER 31, 1984

	<u>1984</u>	<u>1983</u>
Advertising	\$ 249	\$ 639
Awards	10,017	7,143
Board members' remuneration, travelling and miscellaneous expenses	90,441	77,921
Claims and adjustments	18,733	9,880
Data processing	70,283	66,676
District meetings	57,705	71,592
Employee benefits	80,665	75,347
Insurance	53,016	43,468
Land lease	5,555	22,320
Light, heat and water	103,311	101,010
Maintenance and repairs	44,106	11,160
Memberships and subscriptions	1,793	2,088
Microfilming and xeroxing	3,393	3,783
Miscellaneous	8,289	7,727
Newsletter and hog journal	26,637	22,236
Office rental - Brandon	6,975	6,720
Office supplies and stationery	28,731	17,995
Postage	41,445	41,939
Professional fees	14,971	16,475
Provincial Health and Education Tax	12,432	12,086
Realty and business taxes	75,549	72,276
Salaries	763,332	753,989
Stockyard rentals and expenses	119,746	105,494
Telephone and telegraph, net	50,433	46,000
Travel expenses	16,261	16,653
Truck wash	1,155	3,410
Total administrative and selling expenditure	<u>\$1,705,223</u>	<u>\$1,616,027</u>

(see accompanying notes)